

True courage is not incompatible with nervousness, and heroism does not mean the absence of fear but the conquest of it.—Van Dyke.

Honolulu Star-Bulletin

SPORTS, CLASSIFIED AND SHIPPING
NEWS SECTION

HONOLULU STAR-BULLETIN, WEDNESDAY, JUNE 9, 1915.

NINE

WILSON TELLS BRYAN HE ALSO IS WORKING FOR PEACE, BUT ALONG DIFFERENT LINES; REGRETS ACTION

Germans Regard Retirement of
Secretary With Uneasiness;
Note Goes to Berlin Today

[Associated Press by Federal Wireless]
WASHINGTON, D. C., June 9.—In
presenting his resignation to President
Wilson yesterday, Secretary Bryan
wrote:

"The issues involved in the policy
you have decided to adopt are of such
moment that for me to remain as a
member of your cabinet would be as
unfair to you as it would be to the
cause which is nearest my heart, the
cause of the preservation of peace."

President Regrets Action.

In his letter accepting Mr. Bryan's
resignation, the president says:
"I accept your resignation only be-
cause you insist upon my accepting it.
I accept it with much more than a
deep regret, with a feeling of personal
sorrow."

"We are not separated in the object
we each seek, but only in the method
by which we seek it. We shall con-
tinue to work for the same causes,
even though we each do our work in
our own way."

A sinister hint of the attitude to be
taken by Berlin is conveyed in word
which has reached here from Shang-
hai, China, which states that the re-
fugees there from Tsingtau, numbering
upwards of a hundred, have been no-
tified from Berlin to remain where
they are and not to attempt to return
to Germany by way of the United
States. The instruction sent the re-
fugees is to remain indefinitely in Shang-
hai.

It is the general impression here
that the severance of diplomatic rela-
tions will follow immediately should
the reply of Berlin to the note be
transmitted today prove unsatisfac-
tory.

In Austro-German quarters here the
resignation of Bryan for the reason
announced has caused a decidedly un-
easy feeling.

Yesterday it was announced that the
department of justice had conducted
a searching inquiry into the circum-
stances surrounding the sailing of the
Lusitania and had reached a conclu-
sion that no justification whatever ex-
ists for the German claim that the
liner was armed.

WAR MATERIAL MAKERS PILING UP BIG PROFITS

[Associated Press]
BERLIN, Germany.—The annual re-
ports of a number of German com-
panies manufacturing arms, ammuni-
tion, automobiles, and machine tools,
have been issued, showing to some ex-
tent the business resulting from the
war.

The Ludwig Loewe Company of Ber-
lin, which produces machine tools of
American type, has just declared a
dividend of 30 per cent after having
paid 15 per cent for 1913.

The Deutsche Waffen und Munition-
fabriken (arms and ammunition trust),
which is in close business relations
with the Loewe concern, is distribut-
ing \$1,420,000 in dividends, as com-
pared with \$1,200,000 for the previous
year. But this does not tell the whole
story of its business success, for it in-
creased its bank balances and out-
standing claims by \$8,000,000.

The Daimler Motor Company, which
has a much smaller capital than the
company just mentioned, doubled its
bank balances and other reserves,
raising them to \$3,575,000, and made
a very large increase in its dividend.
This concern subscribed \$1,200,000 to
the new War Loan.

Mme. Verger, Mme. Sanborne, Miss
Sylvia and Sacchetti, Puccini and Bon-
signola, stars of the Bevan Opera
Company still in Honolulu, will sing
tomorrow evening at the opening of
Heine's tavern in Waikiki. Chevalier
di Rocca, formerly conductor of the
Bevan orchestra, is in charge of the
music for the evening.

WHEAT CROP IN U. S. PREDICTED RECORD-BREAKER

[Associated Press by Federal Wireless]
WASHINGTON, D. C., June 9.—The
greatest wheat harvest in the world's
history will be garnered in the United
States this fall, if the forecast of the
department of agriculture, based on
the reports of its investigators
throughout the Union, is realized.

The forecast, issued yesterday, an-
nounces that last crop indications the
yield for the United States this fall
will be one billion bushels.
The prospective demand for wheat
products from Europe this winter,
with the practical certainty of a good
price, has induced the farmers of the
United States to sow the largest acre-
age in the history of the country,
while the prospects are for a large re-
turn per acre. Of fall wheat there is
now growing in the United States 40,
169,000 acres, while 19,248,000 acres
have been put into spring wheat.

In 1914, from a total acreage sown
of 32,541,000, the wheat crop amount-
ed to \$91,017,000 bushels, the greatest
production in the history of the coun-
try by more than a hundred million
bushels.

ENGLISHMAN WROTE
JAPANESE ANTHEM

Germans are now wrangling about
the tune of the British national an-
them—"God Save the King." There
has been a general belief that the
score of the Japanese national an-
them, Kimigayo, was written by a
German, but it was in fact the work
of an English military bandmaster.

PINKHAM SAYS HAWAII PLANTERS ARE PROSPEROUS

Declares Owners of Sugar
Stocks Have More Money
Than They Can Spend

[Associated Press by Federal Wireless]

SAN FRANCISCO, Cal., June 9.—
Governor Pinkham of Hawaii, who
arrived here yesterday, gave out a
statement to the press regarding in-
dustrial conditions in the islands in
view of the coming into force within
ten or eleven months of the free sugar
clause of the tariff.

"I do not see what the sugar plant-
ers of Hawaii have to complain of,"
he said, in part.

"Sugar is today selling at a high
price and the owners of Hawaiian
sugar stocks are making more money
than they know what to do with."

In 1868, a samurai of Satsuma,
named Kinnosuke, visited Yokohama
and was very much interested in
watching the drill of the British
troops, under the command of Lieut.
Col. Roman, then stationed at Yokohama.
When "God Save the King" was
sung the reverence shown by the sol-
diers greatly impressed the samurai,
and he expressed his desire for a Ja-
panese national anthem to the British
bandmaster, asking him to write the
music in slow steady time in sym-
phony with the ancient procession of
Daimyos. The music was written
and then a native poet was chosen to
write appropriate words.—Japan Ad-
vertiser.

SUGAR TARIFF WOULD GIVE NAVY SIX NEW SHIPS

During the year ending March 1
last, notwithstanding the reduction of
25 per cent in import duty, sugar
brought in round figures \$50,000,000
into the Federal treasury. Not only
was this by many times the largest
amount yielded by any single item in
the entire list of duty-paying articles,
but the return from sugar was main-
tained at its normal volume at a time
when receipts from other staple
articles in the tariff list were drop-
ping far below their customary level.

Figures just compiled show that
during the twelve months from March
1, 1914, to March 1, 1915, the first
year of the operation of the reduced
tariff rate on sugar, the importations
of this commodity amounted to ap-
proximately 2,246,000 long tons, and
that the total amount of duty collect-
ed on this imported sugar was \$49,
774,345. Had the rate of duty pre-
vailing before 1914 continued in effect,
the revenue return from this volume
of importations would have been over
\$68,000,000, or approximately \$18,000,
000 more than actually was received.

How large a part sugar has played
in meeting the necessary expenses of
the nation is shown by the fact that
during the past twenty years it has
brought into the Federal treasury al-
most exactly one billion dollars. The
revenue from sugar alone is capable
of providing the United States with
half a dozen new battleships every
year and of placing the nation in a
practically impregnable position upon
the sea, to take a single item from
the field of national expenditure.

TAYLOR TELLS OF GROWTH OF OAHU RAILWAY

Article in U. S. Consular Trade
Reports Describes Past and
Present Condition of Road

Under the title "Rapid Growth of
Hawaiian Railway," A. P. Taylor, as-
sistant secretary of the Promotion
Committee, contributes the following
article to the United States consular
trade bulletin, under date of April 23:

The railroad system on the island
of Oahu provides a romantic story of
a financial undertaking that at first
almost ruined its backers, but is now
one of the best-paying investments in
the Hawaiian archipelago. Twenty
years ago the system boasted 23.1
miles of track; today the company
maintains 127 miles of road (a por-
tion of which is plantation trackage),
owns 22 locomotives, 44 passenger
cars and 320 freight cars; has 35,000
feet of wharfage and can store 20,000
tons of sugar.

Taxes on property from Ewa to Ka-
huku plantation, which are tapped by
this railway, amounted at the time
the road started to \$28,853. In 1914
the taxes on the same property totaled
\$310,000. This is one example how
the land along the line has increased
in value in the last 20 years. The
railroad paid \$97,224 in taxes in 1914,
which means that every two years the
company pays back to the govern-
ment the amount of the subsidy
granted to the railroad, which was
\$196,980. The gross earnings of the
road 20 years ago were \$120,000 and
now they are \$1,300,000; the freight
earnings were \$42,000 and today they
are \$813,000; the passenger earnings
were \$25,000 and now they are \$300,
000.

Twenty years ago 79,000 passengers
were carried yearly, while in 1914
about 1,140,000 persons patronized the
cars. There were 907,000 passengers
carried one mile 20 years ago. In
1914 they numbered 15,435,000. Pas-
senger rates show less than 2 cents a
mile; this is lower than the average
rate on the mainland.

This railroad, which starts at Ho-
nolulu, taps five of the largest sugar
plantations in the Hawaiian Islands,
all the big pineapple plantations, a
sugar plantation, several stock farms,
and several rice and banana planta-
tions; skirts the shores of Pearl Har-
bor, where the United States govern-
ment is building a \$9,000,000 naval sta-
tion and dry dock; and indirectly taps
one large American army post and
one of the strongest fortifications un-
der the American flag—Fort Kamehame-
ha, which guards the entrance to
Pearl Harbor. In addition to its com-
mercial importance the road opens up
some of the finest scenic features on
the island of Oahu.

THIN PEOPLE CAN INCREASE WEIGHT

Thin men and women who would
like to increase their weight with an
or 15 pounds of healthy "stay there"
fat should try eating a little Sargol
with their meals for a while and note
the results. Here is a good story worth
trying. First weigh yourself and
measure yourself. Then take Sargol—
one tablet with every meal—for
two weeks. Then weigh yourself
again. It isn't a question of
how you look or feel or what your
friends say and think. The scale and
tape measure will tell their own
story, and most any thin man or woman
can easily add from five to eight
pounds in the first fourteen days by
following this simple direction. And
best of all, the new flesh stays put.

Sargol does not of itself make fat,
but mixing with your food, it tones
the fats, sugars and starches of what
you have eaten, into rich, ripe, fat
producing nourishment for the tissues
and blood—preparing it in an easily
assimilated form which the blood can
readily accept. All this nourishment
now passes from your body as waste.
But Sargol stops the waste and does
it quickly and makes the fat produc-
ing contents of the very same meals
you are eating now develop pounds
and pounds of healthy flesh between
your skin and bones. Sargol is safe,
pleasant, efficient and inexpensive.

For sale by Benson, Smith & Co.,
Chambers Drug Co., and Hollister
Drug Co.—advertisements.

MARRIAGE LICENSES.

Young See Qui, Honolulu 25
Lan Sai Hong, Honolulu 29
Takio Yamada, Honolulu 23
Hatsue Sato, Aiea 23
Geo. F. Jones, Honolulu 29
Odella E. Nobles, Honolulu 23
H. K. Kikuchi, Honolulu 24
Mara Yamashiro, Honolulu 23
Matsu Makiuchi, Makaweli, Kauai 23
Makoto Makiawa, U. S. 1. Station 23
Daniel Hanakahi, Honolulu 23
Hansley Kane, Honolulu 23

Age is Not the Cause
of your hair falling out. It is the con-
dition of your scalp.

Revol 23
will destroy the cause of your hair falling out.

IN WAR ARENA

TEUTON ADVANCE IN GALICIA
REPORTED CHECKED

LONDON, Eng., June 9.—The great
battle which has been raging in Ga-
licia is apparently far from being the
decisive victory for the Austro-German
forces that recent reports have indi-
cated.

The Russians, from falling back
persistently, first took up a strong de-
fensive position, against which the
Austro-Germans dashed, which their re-
sults vainly. Then the Russians as-
sumed the offensive and the Austro-
Germans, on their part, are now fall-
ing back to defensive positions.

RUSSIANS MAKE
COUNTER ADVANCE

The Glava appear to have begun a
strong counter attack along a great
front, the opposition being that they
have received reinforcements and
fresh supplies of munitions. Dis-
patches state that many of the Rus-
sians during the past three weeks
fired their last cartridge before throw-
ing down their arms.

In the north, according to a Petro-
grad despatch, an attempt on the part
of the Germans to effect a landing at
Windau, on the Gulf of Riga, under
the guns of the German battle cruiser
fleet, has been frustrated, the landing
party being driven off.

TYPHOID RAVAGES
TURKISH TROOPS

LONDON, Eng., June 8.—Typhoid
fever is raging among the Turkish
troops and the civilian population of
Asia Minor, says an Athens despatch
to the Reuter Telegram Company.

The Turkish medical corps has
broken down and cannot handle the
situation. Seventy-five physicians, it

is reported, have succumbed to the
epidemic which they sought to sup-
press.

Conditions in Constantinople con-
tinue to grow more gloomy. From fear
of infection, the water works system
has suspended, and the city is on a
restricted allowance, drawn from in-
sufficient local sources.

The output of the flour mills has
fallen below par, owing to the diffi-
culty in obtaining grain, and there is
a shortage of coal.

From Odessa comes word that the
American built and Turkish owned
cruiser Medjidieh, which struck a
mine and was sunk near Odessa last
April, has been raised by Russian sal-
vage workers and towed into Odessa
for repairs.

A despatch to the Daily Telegraph
reports that an air raid by the Allies
scuttled did serious damage to the
naval base of the Turks in the harbor
of Gallipoli.

IRISH LEADER IS
OPPOSED TO CONSCRIPTION.

LONDON, Eng., June 8.—Irish Na-
tionalists, led by John Redmond, are
opposed to conscription, which the
government is prepared to urge. The
party put itself on record in resolu-
tions last night. With Home Rule in
sight, Redmond has been loyal to the
empire, but he does not wish to put
too strong a strain on his followers.
Many of them have volunteered, but
others would not approve drafting
Irishmen whose support is only pas-
sive.

LUSITANIA INQUIRY
SET FOR JUNE 15

LONDON, Eng., June 8.—A formal
inquiry into the loss of the Lusitania,
sunk by a German submarine with ap-
parent loss of life, will be begun June
15 by a joint board composed of mem-
bers of the admiralty and the board
of trade. Lord Mersey, who presided
at the inquiry into the loss of the Em-
press of Ireland, sunk last year in col-
lision, will be chairman of the board.

MEAT PACKERS SPEED
UP PRODUCTION.

LONDON, Eng., June 8.—In re-
sponse to the appeals of David Lloyd
George, the new minister of munitions,
3000 men employed in the
Smithfield meat markets agreed yester-
day to work four hours a day over-
time to help the government turn out
supplies with greater speed.

CANADIANS SUFFER
HEAVY LOSSES.

OTTAWA, Canada, June 8.—Total
casualties since the Canadian contin-
gent joined the British expeditionary
force were gazetted here yesterday at
8008. Of these 1213 are dead, 5320
are wounded and 1565 are listed as
missing.

ALLIES' AIRMEN INFLECT
DAMAGE ON TEUTON SUPPLIES.

AMSTERDAM, Holland, June 8.—
Heavy damage is reported to have
been inflicted by British aviators on
the German base of supplies at Ghent.

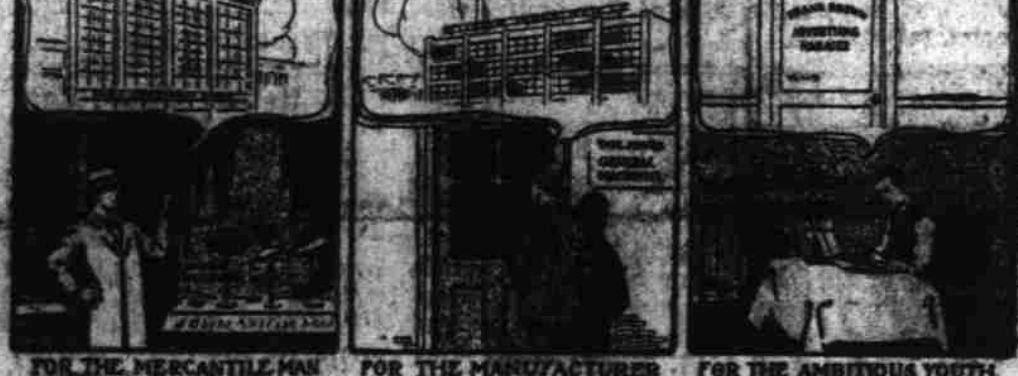
KING CONSTANTINE
MAY YET GET WELL

LONDON, Eng., June 9.—Athens
despatches to the news agencies here
agree this morning that King Con-
stantine continues to show improve-
ment and quote his physician, Prof.
Friedrich Kraus of Berlin, as predict-
ing that, if he has no setback, it will
be safe in a day or two to pronounce
him out of danger.

Home Course in Advertising

To be Conducted in this Paper by Alex. F. Osborn, Instructor in Advertising, Buffalo YMCA High School

IN 90 CHAPTERS COURSE FREE BY ALEX. F. OSBORN A CHAPTER A DAY



FOR THE MERCHANT MAN FOR THE MANUFACTURER FOR THE AMBITIOUS YOUTH

PURPOSES OF THE COURSE:—(1) To increase
returns for the retailer who now advertises. (2) To show
the non-advertising retailer how he can lower his prices, yet
increase his profits. (3) To suggest to the jobber and
manufacturer a cautious method to create demand and
increase good-will. (4) To prepare the person with latent
advertising ability for a place in this new "profession."

This course, when delivered personally to a class of stu-
dents, costs \$15. It is equivalent to a correspondence
course which costs \$95. The entire 90 lessons will be
given exclusively with this newspaper free of charge.

CHAPTER IV.

Who Should Learn About Advertising?

SO much for some of the general rudiments of ad-
vertising. How should a person study it in its many de-
tails?—A general knowledge of the subject in its many
phases—that is the best goal to strive for. Every article
offers its own specific problems. There can be no set of
rules to follow. The only way to increase advertising
ability is to gain a general survey of the field of adver-
tising. Then, knowing its many different phases, you
will have a "hunch" what to do, and, above all, you will
have a definite idea what not to do. You can combine
that instinct with experience in regard to the specific
thing to be advertised. Thus you ought to be able to
make each advertising dollar bring in greater returns
than it otherwise would.

Often a retail advertiser (or a retail merchant who
should advertise) feels impatient about listening to a
discussion of "national" advertising problems. But the
fact is that that retail merchant can learn a great deal
that will help him in his own particular problems if he
learns the cardinal points in connection with the adver-
tising of the manufacturers whose goods he sells, especial-
ly if that manufacturer is wise enough to localize his
advertising through the newspapers. Certainly the job-
ber or manufacturer should know what the dealer, on
whom he depends for his distribution, has to face by way
of advertising problems, and the manufacturer should
know something about retail advertising. Even if he is
in the mail-order business, and defies the retail dealer,
he nevertheless will find it of advantage to know some-
thing about retail advertising, just as it is wise for a
general to get as good a line as possible on the activities
of the "other fellows."

How about the person who is not in a business where
he either advertises or should advertise—for instance,
that young man or woman who wishes to study advertis-
ing as a possible life-work? If you are of that class, a
comprehensive treatment of the subject ought to be of the
utmost benefit, for then you surely ought to have a gen-
eral knowledge of all kinds of advertising. If you know

its many phases, you will be better able to choose which
particular branch you care to pursue. Moreover, after
you start, even though you specialize in a particular de-
partment, you will find that it helps a great deal to un-
derstand the other phases of the subject.

However, do not deceive yourself that a study of ad-
vertising, no matter how thorough, will make a good
advertiser of any Tom, Dick or Harry. Basically, you
must possess other factors. For instance, if you are
devoid of selling instinct, don't try to enter advertising.
No matter how you worked, you would never make an
advertising expert. On the other hand, anyone of fair
intelligence, who has had a reasonable amount of edu-
cation and possesses at least some of that instinctive ability
to sell, ought to be able to find a living in the advertising
field, if he will study the subject thoroughly. Of course
real ability, however, will come only when wide expe-
rience has crystallized that fundamental information.

Just to work at advertising is almost reward enough.
No other field furnishes such fascination. But you have
to be willing to pay the price of continuous alertness, for
it necessitates an eternal qui vive. There are no rules or
laws that you can apply, as in the sciences. Every prob-
lem requires a different solution. Therefore, to win in
this field, you must develop a catch-as-catch-can versa-
tility which can interpret each new case in the light of:
(1) Knowledge of fundamental general rules; (2) Knowl-
edge pertaining to object to be advertised; (3) Knowl-
edge of the mental processes of mankind. This last is
sometimes called "psychology."

Yes, there is fun, and ever-new interest in advertis-
ing, but there are other rewards, too. For instance, there
is the feeling that you are participating in a movement
that helps uplift civilization, for many an improvement
in the world's habits has been the result of inventions,
many of them nurtured by newspaper advertising, and
other kinds of publicity. Then, too, it is pleasant for the
advertiser to know that his is a part of a productive in-
dustry which increases the profit for the seller, and de-
creases the cost of the buyer, i. e., the public.

From a remunerative standpoint, there is a worth-
while opportunity for an advertising specialist in prac-
tically every store and factory in the country. In almost
every case, the services of a skillful advertising man will
warrant a salary for him that ought to be second to that
of the general manager, and, possibly, the head of the
sales department. Moreover, there are comparatively
minor places in the advertising field which will pay much
more than the general manager of the average manufactur-
ing plant can command. Yes—there are some opportu-
nities in the advertising field which offer \$25,000 per
year and higher.

The purpose of this course, then, will be to consider
in a coherent, logical manner, the many detailed phases of
the subject of advertising. The aim shall be to give the
reader a general survey of the field. In a way, this will
be a digest of the best principles laid down by the best
authorities.

The treatment of the subject will be business-like
from start to finish, and it will not be too academic.
Little will be said of "Psychology" (which has become
so hackneyed in connection with advertising that it is
erroneously regarded by some as a synonym for the sub-
ject in general). But the real meat of psychology, name-
ly, the common-sense analysis of mind-processes, will be
thoroughly covered in an every-day way, and in its naked
essentials—all without effort to becloud that important
phase of the study with any mysterious atmosphere.

Tomorrow's chapter will be: "How to Advertise
Something Unknown and Unnamed."

Masonic Temple ★ Weekly Calendar

MONDAY—
Hawaiian Lodge No. 21; Stat-
ed; 7:30 p. m.

TUESDAY—
Honolulu Lodge No. 400; Spe-
cial, Third Degree; Pastmas-
ters' Night; 7:30 p. m.

WEDNESDAY—
Hawaiian Lodge No. 21; Spe-
cial, First Degree; 7:30 p. m.

THURSDAY—
Honolulu Commandery No. 1;
Statd; 5 p. m.

FRIDAY—

SATURDAY—
Lail Aloha Chapter, O. E. S.;
Statd; 7:30 p. m.

SCHOFIELD LODGE

WEDNESDAY—

SATURDAY—

HONOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner
Beretania and Fort streets, every
Thursday evening at 7:30 o'clock.
CHARLES HUSTACE, JR., Leader.
FRANK MURRAY, Secretary.

HONOLULU LODGE, 616, B. P. O. E.

meets in their hall,
on King St., near
Fort, every Friday
evening. Visiting
brothers are or-
dially invited to at-
tend.
C. J. MCCARTHY, E. R.
H. DUNSHIE, Sec.